



3180-02U

Office of National Drug Control Policy

Paperwork Reduction Act; Notice of Intent to Collect; Comment Request

Agency: Office of National Drug Control Policy

Action: The Office of National Drug Control Policy (ONDCP) seeks public comment on its proposed collection of information.

Summary: ONDCP proposes the extension of three existing data collection instruments used in the production of advertising for the National Youth Anti-Drug Media Campaign and for advertising tracking.

Purpose: The existing data collection instruments are critical to the continuity and improvement of the National Youth Anti-Drug Media Campaign.

Type and Title of Collections: Qualitative Research, OMB 3201-0011, uses focus groups. Copy Testing, OMB 3201-0006, consists of 15-minute online interviews. Tracking Study, OMB 3201-0010, consists of 15-minute online interviews.

Frequency: Qualitative Research and Copy Testing performed quarterly. Tracking Study performed weekly.

Affected Public: Teenagers and adult influencers of teenagers.

Estimated Burden: Qualitative Research, \$19,800; Copy Testing, \$16,500; Tracking Study, \$37,700.

Additional information: Collection instruments similar to those proposed are available at the Information Collection Review section of <http://www.reginfo.gov/public/jsp/Utilities/index.jsp>.

Contact: Address comments or questions to Andrew Hertzberg through any of the following: Executive Office of the President, Office of National Drug Control Policy, Washington D.C. 20503; AHertzberg@ondcp.eop.gov; (202) 395-6721 (fax); or, (202) 395-6353 (voice).

Signed in Washington D.C. on January 23, 2013.

Daniel R. Petersen
Deputy General Counsel

[FR Doc. 2013-01762 Filed 01/28/2013 at 8:45 am; Publication Date: 01/29/2013]